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ABSTRACT

One of thirteen individualized courses included in a marketing curriculum, this course covers the basic elements of retail salesmanship, plus simulation and practice in making sales demonstrations. The course is comprised of two units: (1) Steps of the Sale and (2) Suggestion Selling. Each unit begins with a Unit Learning Experience Guide that gives directions for unit completion. The remainder of each unit consists of Learning Activity Packages (LAP) that provide specific information for completion of a learning activity. Each LAP is comprised of the following parts: objective, evaluation procedure, resources, procedure, supplemental sheets, study guide, and a LAP test with answers. The course is preceded by a pretest which is designed to direct the student to units and performance activities. (LRA)

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MOUNTAIN PLAINS LEARNING EXPERIENCE GUIDE:

Marketing.

Course: Basic Salesmanship.

CE 027 802

U S DEPARTMENT OF HEALTH, EDUCATION & WELFARE
NATIONAL INSTITUTE OF EDUCATION

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File Code: 27.07.00.00.A2-1

Date Published: 3/18/75

Mountain-Plains Education & Economic Development Program, Inc.
Glasgow AFB, Montana 59231

Learning Experience Guide

COURSE: BASIC SALESMANSHIP

DESCRIPTION:

This course covers the basic elements of retail salesmanship, plus simulation and practice in making sales demonstrations.

RATIONALE:

Knowledge of basic sales techniques is essential to the sales person or manager of a wholesale or retail business in order to serve customers efficiently and correctly.

OBJECTIVE:

Identify fundamentals of good salesmanship, and apply this knowledge in a simulated sales situation.

PREREQUISITES:

"Human Relations in Marketing" - 27.03
Communication Skills at Level G

RESOURCES:

A resource list is attached.

GENERAL INSTRUCTIONS:

Complete all units in this course or as specified in the Student Work Plan.

NOTE: After the two units are completed, a third performance test (student's choice of Unit .01 or Unit .02 test form) is required.

UNIT TITLES:

.01 Steps of the Sale
.02 Suggestion Selling

Principal Author(s): T. Preston, B. Egan

EVALUATION PROCEDURE:

Complete a multiple-choice test with 80% accuracy. Three performance tests are included in this course. One test covers "Steps of the Sale," a second covers "Suggestion Selling," and the third is the student's choice, either "Steps of the Sale" or "Suggestion Selling." The tests must be completed according to the criteria listed on the test.

FOLLOW-THROUGH:

Upon completion of this course contact the instructor for information regarding further study.

RESOURCE LIST

Printed Materials

1. Retail Salesmanship. F. E. Hartzler, Gregg Division/McGraw-Hill Book Company, 1970.

Audio/Visuals

35 mm Filmstrips:

1. Economics of Selling. Universal Education and Visual Arts, 1970.
2. New Horizons in Selling. Fredrick S. Wythe, Universal Education and Visual Arts, 1971.
3. Objections and Objectives. Universal Education and Visual Arts, 1970.
4. Sales Check Procedures. International Film Bureau, Inc., 1970.
5. Techniques in Selling. Fredrick S. Wythe, Universal Education and Visual Arts, 1971.
6. Why People Buy. Universal Education and Visual Arts, 1971.

Equipment

1. Cash register.
2. Charge slip.
3. Credit card machine.
4. Merchandise.
5. Personal check.
6. Projector, 35 mm filmstrip, Singer-Graflex or equivalent.
7. Video tape equipment.

8/11/75

COURSE PRETEST ANSWER KEY: BASIC SALESMANSHIP

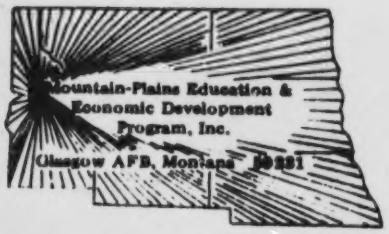
Occupational Area:
File Code: 27.07.00.00.A2-2
Name:

ANSWERS

.07.01.01	1. a _____	27.07.01.05	21. d _____	27.07.01.09	41. c _____
	2. b _____		22. d _____		42. c _____
	3. d _____		23. c _____		43. a _____
	4. c _____		24. c _____		44. d _____
	5. a _____		25. b _____		45. c _____
.07.01.02	6. c _____	27.07.01.06	26. c _____	27.07.02.01	46. a _____
	7. c _____		27. c _____		47. c _____
	8. b _____		28. b _____		48. c _____
	9. b _____		29. b _____		49. c _____
	10. b _____		30. c _____		50. a _____
.07.01.03	11. d _____	27.07.01.07	31. d _____	27.07.02.02	51. a _____
	12. d _____		32. d _____		52. a _____
	13. b _____		33. c _____		53. c _____
	14. c _____		34. d _____		54. a _____
	15. d _____		35. b _____		55. a _____
.07.01.04	16. a _____	27.07.01.08	36. c _____	27.07.02.03	56. a _____
	17. d _____		37. c _____		57. c _____
	18. a _____		38. d _____		58. c _____
	19. a _____		39. c _____		59. d _____
	20. d _____		40. c _____		60. a _____

Student: _____ File Code: 27.07.00.00. A2-2

Date: _____ Date Published: 8/5/75



COURSE POST TEST: BASIC SALESMANSHIP

27.07.01.01.

1. The salesperson's first move should make it plain that his attitude is:

   a. friendly.
   b. concerned.
   c. apprehensive.
   d. businesslike.

2. The customer should be greeted within:

   a. 30 seconds.
   b. 60 seconds.
   c. 2 minutes.
   d. 45 seconds.

3. To make the customer feel important, a salesperson should always:

   a. talk in a low voice to the customer.
   b. touch the customer.
   c. smile at the customer.
   d. look at the customer.

4. Courtesy is best shown by:

   a. looking at the customer.
   b. greeting the customer.
   c. promptness in recognizing and helping the customer.
   d. smiling at the customer.

5. A smile is a sign of:

   a. friendliness.
   b. interest.
   c. courtesy.
   d. concern.

27.07.01.02.

6. The approach begins when:

   a. the customer looks at the salesperson.
   b. the customer asks a question.
   c. the customer enters the store.
   d. the salesperson says, "May I help you," to the customer.

7. The basic approach is:

   a. the stall approach.
   b. the personal approach.
   c. the greeting approach.
   d. the service approach.

8. The least satisfactory approach is:

   a. the merchandise approach.
   b. the service approach.
   c. the stall approach.
   d. the personal approach.

9. In the stall approach the salesperson should wait:

   a. 60 seconds.
   b. 4 seconds.
   c. 3 seconds.
   d. 5 seconds.

10. In the second variation to the acknowledgment approach, the salesperson should:

    a. close sale with first customer, then approach.
    b. look up and speak to second customer.
    c. nod.
    d. ask first customer to wait to make a decision, then return after helping second customer.

27.07.01.03.

11. What percent of merchandise sold is strictly on a life sustaining basis?

    a. 85%
    b. 15%
    c. 95%
    d. 5%

27.07.01.03. (continued)

12. What percent of merchandise sold is to satisfy psychological wants?

a. 5%
b. 15%
c. 85%
d. 95%

13. An important buying motive is:

a. femininity.
b. romance.
c. comfort.
d. elegance.

14. The most powerful buying motive for men is:

a. need.
b. comfort.
c. masculinity.
d. wants.

15. The elimination of chance is an example of appeal to the motivation:

a. romance.
b. masculinity.
c. inadequacy.
d. desire to live forever.

27.07.01.04.

16. If there is a unique feature about the merchandise you are selling, this is a:

a. strong selling point.
b. ordinary selling point.
c. benefit.
d. motive.

17. The selling point is:

a. a motive.
b. in the customer's mind.
c. a benefit.
d. in the merchandise.

27.07.01.04 (continued)

18. A buying motive is:

a. in the mind of the customer.
b. in the merchandise for sale.
c. in the advertising.
d. in the merchandise.

19. A benefit is:

a. what the merchandise will do for the customer.
b. in the mind of the customer.
c. in the advertising.
d. in the merchandise.

20. To establish a benefit, the salesperson:

a. a benefit is not established.
b. must state all of the selling points.
c. must state all of the features.
d. must listen to what customer has in mind.

27.07.01.05

21. A sales presentation includes:

a. just the approach.
b. everything a customer says to a salesperson.
c. just telling about a product.
d. everything a salesperson says to a customer.

22. Why must a sales presentation be flexible?

a. Because of the customer's attitude.
b. Because of the selection of merchandise.
c. Because of the customer's approach.
d. Because of the great variety of customer's needs and wants.

23. The customer's wants or preferences are considered:

a. free decisions.
b. critical decisions.
c. choice decisions.
d. negative decisions.

24. A majority of the customer's buying decisions is:

a. free decisions.
b. critical decisions.
c. choice decisions.
d. negative decisions.

27.07.01.05 (continued)

25. What decision is generally used to close the sale?

a. Choice decision.
b. Free decision.
c. Critical decision.
d. Negative decision.

27.07.01.06

26. An objection is:

a. a reason given by a salesperson for buying.
b. a reason given by a salesperson for not buying.
c. a reason given by a customer for not buying.
d. a reason given by a customer for buying.

27. An objection should be answered by:

a. a flat statement.
b. a disagreement statement.
c. asking a question.
d. an accepting statement.

28. Which of the following is not a specific objection?

a. "I don't have that much money."
b. "The price is too high."
c. "I saw a lamp like this one down the street for less money."
d. "I want one a little bigger."

29. The slow turn consists of:

a. a few words of agreement spoken by customer.
b. a few words of agreement spoken by salesperson before he answers the objections.
c. a few words of disagreement spoken by salesperson before answering the objection.
d. a few words of disagreement spoken by customer before salesperson can answer.

30. If a customer were to say, "That's more than I wanted to pay", the best answer would be:

a. "You couldn't do better anywhere."
b. "It's the best buy in the shop."
c. "Yes, I can see why you would think that."
d. "This is all we have in this price range."

27.07.01.07

31. The general goal of all five techniques for answering objections is:

a. to reestablish the benefits.
b. to reestablish the sales presentation.
c. to reestablish the selling points.
d. to reestablish an atmosphere of friendly agreement with a customer.

32. Which of the following is a "yes, but" technique?

a. "Why did you say that?"
b. "Would you mind telling me why you think that?"
c. "You get what you pay for."
d. "Yes, I certainly can understand how a person might feel that way."

33. Which of the following techniques should a salesperson use for answering a general objection?

a. Question-on-a-side issue.
b. "Yes, but."
c. "Why?"
d. Second question on-a-side issue.

34. Which of the following answers from a salesperson is a "question on-a-side issue?

a. "It couldn't be as good."
b. "You get what you pay for."
c. "Oh well, you wouldn't buy from him would you?"
d. "You consider yourself a fair man don't you, Mr. Jones."

35. Which of the following methods for answering objections is followed by a short pause or a "why" question?

a. Ignoring the objection.
b. Repeating the objection.
c. Question on-a-side issue.
d. "Yes, but."

27.07.01.08

36. The first step in closing the sale is:

a. customer chooses one item to look at.
b. ringing up the sale.
c. to secure agreement from customer that he wants the merchandise.
d. customer asks for more items to look at.

27.07.01.08 (continued)

37. By "open end" of an agreement sentence, the salesperson can:

a. without a definite "yes" or "no" close the sale.
b. automatically close sale.
c. add the needs and wants expressed by the customer, then receive positive decision.
d. the salesperson has to redo sales presentation.

38. Of the following which is an "open" part of an agreement sentence?

a. "I think you want this..."
b. "Is this what you have?"
c. "This, you don't need or want."
d. "From what you have said..."

39. Of the following which is the "closed" part of an agreement sentence?

a. "Ok, this is not what you need."
b. "From what you have said..."
c. "This is what you want, isn't it?"
d. "Let me show you something else."

40. The agreement sentence is used to find out:

a. what customer doesn't have.
b. what customer has.
c. what customer wants.
d. what customer doesn't like.

27.07.01.09

41. A sale should be closed with a special type of sentence; it is called:

a. a single question.
b. an agreement question.
c. double question.
d. an agreement, then a question.

42. "Do you want to wear these, or shall I put them in a box?" is:

a. a single question.
b. an agreement question.
c. a closing question.
d. a want or need.

27.07.01.09 (continued)

43. Which of the following is not a "frame" for a closing question?

a. "Let me show you a different style."
b. "Would you like to charge or pay cash?"
c. "Do you want one pair or two?"
d. "Do you want this in a bag, or shall I have it gift-wrapped?"

44. The salesperson usually gives assurance concerning merchandise:

a. before closing sentence.
b. before thanking customer.
c. before agreement sentence.
d. after thanking customer.

45. The salesperson can ensure that the final contact is good by:

a. asking if salesperson can help with anything else.
b. asking them to come again.
c. giving assurance.
d. selling them something else.

27.07.02.01

46. Suggestion selling is important because it:

a. increases the profit.
b. increases volume.
c. builds customer good will.
d. increases stores services.

47. Which of the following is not a related item when selling ladies shoes?

a. Purse.
b. Belt.
c. Sweater.
d. Gloves.

48. Which of the following is a good selling suggestion?

a. "You can buy water skis, also."
b. "Do you want to buy water skis?"
c. "Would you like the water skis?"
d. "We don't carry a variety of skis, but we have one pair left."

49. Which of the following is an outstanding characterisitic of good sales people?

a. The ability to approach a customer.
b. The ability to sell.
c. The ability to pick up additional sales.
d. The ability to fill a customer's needs.

27.07.02.01 (continued)

50. In making suggestions, the salesperson should do which of the following?

a. Let customer handle or touch merchandise.
b. Keep merchandise in hand so customer will be curious about it.
c. Let customer touch merchandise, but not handle it.
d. Let customer take merchandise home for a trial use.

27.07.02.02

51. A suggestion that points out the advantages of having two or three of the same items is:

a. multiple suggestion.
b. a related suggestion.
c. trading-up.
d. new merchandising.

52. Mentioning to a customer that an item is on sale at a reduced price is called:

a. suggestion bargains.
b. trading-up.
c. multiple suggestion.
d. related suggestion.

53. The most common form of suggestion selling is:

a. trading up selling.
b. novelty selling.
c. related selling.
d. bargain selling.

54. The salespeople should start with the:

a. middle-priced merchandise.
b. lowest-priced merchandise.
c. highest-priced merchandise.
d. none of the above.

55. The most common benefit used in a multiple sale is:

a. saving time.
b. saving money.
c. it looks good.
d. saving energy.

27.07.02.03

56. A good pattern for organizing sales information is:

a. inside out.
b. outside in.
c. impromptu.
d. whatever area customer is looking at first.

57. After a salesman has explained the features outside and inside he would explain the:

a. ending features.
b. beginning features.
c. hidden features.
d. flexibility.

58. When presenting product knowledge, which of the following forms is better to present it?

a. Features.
b. Selling points.
c. Benefits.
d. Questions.

59. One of the times when a trial close is used is:

a. always after the first benefit.
b. it is never used in a sales presentation.
c. at the end of a sales presentation.
d. in a logical change in presentation so that if it gets a no, it will not seem abrupt.

60. One of the times when a trial close is used is:

a. anytime a salesperson feels it is right.
b. never.
c. at the end of each feature.
d. at the end of sales presentation.

COURSE TEST ANSWER SHEET

Occupational Area: PRE & POST
File Code: 27.07.00.00 A2-2
Name: _____
Family Pay Number _____ Sex M F (Circle 1)

ANSWERS

0601

1. A _____
2. B _____
3. D _____
4. C _____
5. A _____

02

6. C _____
7. C _____
8. B _____
9. B _____
10. B _____

03

11. D _____
12. D _____
13. B _____
14. C _____
15. D _____

04

16. A _____
17. D _____
18. A _____
19. A _____
20. D _____

05

21. D _____
22. D _____
23. C _____
24. C _____
25. B _____

06

26. C _____
27. C _____
28. B _____
29. B _____
30. C _____

07

31. D _____
32. D _____
33. C _____
34. D _____
35. B _____

08

36. C _____
37. C _____
38. D _____
39. C _____
40. C _____

09

41. C _____
42. C _____
43. A _____
44. D _____
45. C _____

0602

46. A _____
47. C _____
48. C _____
49. C _____
50. A _____

02

51. A _____
52. A _____
53. C _____
54. A _____
55. A _____

03

56. A _____
57. C _____
58. C _____
59. D _____
60. A _____

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Date Published: 4/14/75

Mountain-Plains Education & Economic Development Program, Inc.
Glasgow AFB, Montana 59231

Learning Experience Guide

UNIT: STEPS OF THE SALE

RATIONALE:

A working knowledge of the various stages of a typical merchandise sale is essential to the sales and mid-management personnel of retail businesses in order for them to be able to serve their customers efficiently and correctly.

PREREQUISITES:

Human Relations in Marketing 27.03.
Communications Skills at Level G.

OBJECTIVE:

Identify and demonstrate the duties of a salesperson during a typical sale in a retail business.

RESOURCES:

Printed Materials:

Retail Salesmanship, F. E. Hartzler, Gregg Division/McGraw-Hill Book Co., 1970

Audio/Visuals:

Filmstrips: "New Horizons in Selling," Universal Education & Visual Arts
"Techniques in Selling," Universal Education & Visual Arts
"Why People Buy," Universal Education & Visual Arts
"Objections and Objectives," Universal Education & Visual Arts
"Sales Check Procedures," International Film Bureau, Inc.

Equipment:

Singer-Graflex 35mm Filmstrip Projector (or equivalent)
Cash Register

Principal Author(s): T. Preston, B. Egan

GENERAL INSTRUCTIONS:

Complete all performance activities in this unit. Take the unit test and unit performance test.

PERFORMANCE ACTIVITIES:

.01 Creating a Sales Atmosphere
.02 Sales Approaches
.03 Needs and Wants
.04 Benefits
.05 Elements of a Sales Presentation
.06 Definition of Objections
.07 Handling Objections
.08 Closing the Sale
.09 Closing Techniques

EVALUATION PROCEDURE:

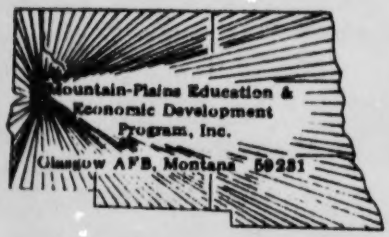
Complete an instructor-scored multiple-choice test with 80% accuracy.
Complete a performance test according to the criteria listed on the test.

FOLLOW-THROUGH:

Go to the first assigned LAP.

Student: _____ File Code: 27.07.01.00. A2-2

Date: _____ Date Published: 10/2/74



UNIT PRETEST: STEPS OF THE SALE

27.07.01.01

1. Courtesy in business involves making the customer feel:

   a. secure.
   b. relaxed.
   c. aware of his surroundings.
   d. important.

2. The customer should be greeted within:

   a. 30 seconds.
   b. 60 seconds.
   c. 2 minutes.
   d. 45 seconds.

3. The most important form of courtesy in a retail store is:

   a. showing an interest in his children.
   b. asking about the customer's health.
   c. recognizing the customer promptly.
   d. letting the customer look around first.

4. Which of the following is essential in creating a good sales atmosphere?

   a. The product knowledge.
   b. Loyalty.
   c. The salesperson approach.
   d. Interest in customer needs.

5. Courtesy is best shown by:

   a. looking at the customer.
   b. greeting the customer.
   c. promptness in recognizing and helping the customer.
   d. smiling at the customer.

27.07.01.02

6. The greeting approach consists of:

   a. A four second wait.
   b. "Mrs. Jones, how are you?"
   c. "Hi," "Hello," "Good Morning."
   d. Customer has merchandise in hand.

27.07.01.02 (continued)

7. The approach generally used because of lack of training is the:

   a. greeting approach.
   b. service approach.
   c. stall approach.
   d. acknowledgment approach.

8. A variation of acknowledgment approach is which of the following?

   a. Salesman should look at second customer and nod.
   b. Salesperson should wait until sale is completed.
   c. Tell other customer to wait.
   d. Talk to both customers at the same time.

9. In the second variation to the acknowledgment approach, the salesperson should:

   a. close sale with first customer, then approach.
   b. look up and speak to second customer.
   c. nod.
   d. ask first customer to wait to make a decision, then return after helping second customer.

10. In all of the acknowledgment approaches, the rule is to:

    a. protect the sale that is most nearly complete.
    b. start as many sales presentations as possible.
    c. always complete a sale before starting another.
    d. sell as best you can.

27.07.01.03

11. An important buying motive is:

    a. femininity.
    b. romance.
    c. comfort.
    d. elegance.

12. The most powerful buying motive for men is:

    a. need.
    b. comfort.
    c. masculinity.
    d. wants.

27.07.01.03 (continued)

13. A man giving a window to the church and having his name put on the window is exhibiting the motive known as:

    a. inadequacy.
    b. masculinity.
    c. attention.
    d. the desire to live forever.

14. When a man is short and does not buy items that make him appear tall, his buying motive is not:

    a. compensation.
    b. adequate.
    c. inadequacy.
    d. masculinity.

15. Hope and fear are the:

    a. negative side of motives.
    b. positive side of motives.
    c. positive and negative sides of motives.
    d. inadequacy side of motives.

27.07.01.04

16. A feature is about the same as:

    a. a benefit and motive.
    b. a benefit.
    c. a motive.
    d. a selling point.

17. If there is a unique feature about the merchandise you are selling, this is a:

    a. strong selling point.
    b. ordinary selling point.
    c. benefit.
    d. motive.

18. The freedom from the expense of repair or the fear of a mechanical breakdown is:

    a. a motive.
    b. a selling point.
    c. a feature.
    d. a benefit.

27.07.01.04 (continued)

19. A benefit is:

a. what the merchandise will do for the customer.
b. in the mind of the customer.
c. in the advertising.
d. in the merchandise.

20. The one major motivation a customer 40 years old has is:

a. masculinity.
b. romance.
c. inadequacy.
d. the desire to live forever.

27.07.01.05

21. Which of the following is not a part of a sales presentation?

a. Writing or ringing up sale.
b. Greeting.
c. Closing.
d. Customer's conversation.

22. Which of the following does not affect the salesmanship?

a. Features.
b. Benefits.
c. Needs.
d. Wants.

23. Why must a sales presentation be flexible?

a. Because of the customer's approach.
b. Because of the selection of merchandise.
c. Because of the customer's approach.
d. Because of the great variety of customer's needs and wants.

24. As a general rule, the salesperson should limit the customer's choice to not more than:

a. one item at a time.
b. two items at a time.
c. four items at a time.
d. three items at a time.

27.07.01.05

25. What decision is generally used to close the sale?

a. Choice decision.
b. Free decision.
c. Critical decision.
d. Negative decision.

27.07.01.06

26. An objection is:

a. a reason given by a salesperson for buying.
b. a reason given by a salesperson for not buying.
c. a reason given by a customer for not buying.
d. a reason given by a customer for buying.

27. Which of the following is an objection?

a. "How much is that?"
b. "The price is too high."
c. "What other colors are there?"
d. "Is that all you have?"

28. Which of the following is not a specific objection?

a. "I don't have that much money."
b. "The price is too high."
c. "What colors are there?"
d. "Is that all you have?"

29. Which of the following is a specific objection?

a. "I'm just wasting time."
b. "I'll just look around."
c. "The price is too high."
d. "My sister has a dress just like this."

30. The slow turn consists of:

a. a few words of agreement spoken by customer.
b. a few words of agreement spoken by salesperson before he answers the objections.
c. a few words of disagreement spoken by salesperson before answering the objection.
d. a few words of disagreement spoken by customer before salesperson can answer.

27.07.01.07

31. The general goal of all five techniques for answering objections is:

a. to reestablish the benefits.
b. to reestablish the sales presentation.
c. to reestablish the selling points.
d. to reestablish an atmosphere of friendly agreement with a customer.

32. Which of the following is a "why" technique?

a. "You consider yourself a fair man don't you, Mr. Jones?"
b. "You get what you pay for."
c. "Yes, I certainly can understand how a person might feel that way."
d. "Would you mind telling me why you think that?"

33. The question on-a-side issue is reserved for which of the following?

a. Specific objection.
b. General objection.
c. Very difficult situation.
d. "Yes, but."

34. Which of the following answers from a salesperson is a "question on-a-side issue?

a. "It couldn't be as good."
b. "You get what you pay for."
c. "Oh well, you wouldn't buy from him would you?"
d. "You consider yourself a fair man don't you, Mr. Jones."

35. There are two types of objections; these are general and:

a. "Why."
b. "Yes, but."
c. Specific.
d. Repeating.

27.07.01.08

36. The first step in closing the sale is:

a. customer chooses one item to look at.
b. ringing up the sale.
c. to secure agreement from customer that he wants the merchandise.
d. customer asks for more items to look at.

27.07.01.08 (continued)

37. It is easier to close a sale in:

a. four steps.
b. three steps.
c. one step.
d. two steps.

38. Of the following which is an "open" part of an agreement sentence?

a. "I think you want this..."
b. "Is this what you have?"
c. "This, you don't need or want."
d. "From what you have said..."

39. The agreement sentence is used to find out:

a. what a customer doesn't have.
b. what a customer has.
c. what a customer wants.
d. what a customer doesn't like.

40. What two items does the salesperson mention between the open and closed part of the agreement sentence?

a. Needs and wants.
b. Benefits and selling points.
c. Specific objection and general objection.
d. Slow turn and "why".

27.07.01.09

41. The final step in the sale is:

a. the double question.
b. the agreement sentence.
c. the repeat of-a-side-issue.
d. the close of the sale.

42. Which of the following situations would be a good closing if the salesperson asked, "Do you want this in a bag, or shall I have it gift-wrapped?"

a. When customer is leaving.
b. When the person is in a hurry.
c. When salesperson has another customer waiting.
d. When there is an extra charge for gift wrapping.

27.07.01.09

43. The closing sentence should always be preceded by a/an:

    a. objection.
    b. flat statement.
    c. description of merchandise.
    d. agreement sentence.

44. The final contact between the salesperson and customer is:

    a. there is no final contact.
    b. after the close of sale.
    c. after merchandise is handed to customer.
    d. thanking customer.

45. It is important that the last contact between the salesperson and the customer be:

    a. one of acceptance.
    b. one of relief.
    c. one of indifference.
    d. one of friendliness.

UNIT PRETEST ANSWER KEY: STEPS OF THE SALE

LAP 01	1.	d
	2.	b
	3.	c
	4.	d
	5.	c
LAP 02	6.	c
	7.	b
	8.	a
	9.	b
	10.	a
LAP 03	11.	b
	12.	c
	13.	d
	14.	c
	15.	c
LAP 04	16.	d
	17.	a
	18.	d
	19.	a
	20.	d
LAP 05	21.	d
	22.	c
	23.	d
	24.	d
	25.	b
LAP 06	26.	c
	27.	b
	28.	b
	29.	d
	30.	b
LAP 07	31.	d
	32.	d
	33.	c
	34.	d
	35.	c
LAP 08	36.	c
	37.	d
	38.	d
	39.	c
	40.	b
LAP 09	41.	d
	42.	d
	43.	d
	44.	d
	45.	d

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Date Published: 3/18/75

Mountain-Plains Education & Economic Development Program, Inc.
Glasgow AFB, Montana 59231

Learning Activity Package

Student: _____

Date: _____

PERFORMANCE ACTIVITY: Creating a Sales Atmosphere

OBJECTIVE:

Identify three ways in which a sales person can help create good sales atmosphere.

EVALUATION PROCEDURE:

Complete a student-scored multiple choice test. Successful completion is **eight out of** ten items.

RESOURCES:

Retail Salesmanship, Hartzler, 1970.
Filmstrip: "New Horizons in Selling", Universal Education & Visual Arts.
Audio Visual Equipment.

PROCEDURE:

1. Obtain a copy of the text.
2. Review the instructions on page 2.
3. Read pages 1 through 7. Complete statement 1 through 39, as you read, on a separate sheet of paper. Correct all errors after determining the right answer to each statement.
4. Upon completion of the reading assignment, answer questions 1 through 8 in the test on pages 7 and 8 on a separate sheet of paper.
5. Turn in all answer sheets to the instructor.
6. View filmstrip, "New Horizons in Selling".
7. **When this assignment is completed successfully, proceed to the next LAP.**
8. Take the LAP test after completion of this LAP and LAP 27.07.01.02 "Sales Approaches."

Principal Author(s): T. Preston, B. Egan

Mountain-Plains Education & Economic Development Program, Inc.
Glasgow AFB, Montana 59231

File Code: 27.07.01.02.A2-0
Date Published: 3/18/75

Learning Activity Package

Student: _____

Date: _____

PERFORMANCE ACTIVITY: Sales Approaches

OBJECTIVE:

Identify and perform the six basic sales approaches.

EVALUATION PROCEDURE:

Complete a student-scored multiple choice test. Successful completion is eight out of ten items.

RESOURCES:

Retail Salesmanship, Hartzler, 1970.
Filmstrip: "Techniques in Selling", Universal Education & Visual Arts.
Audio Visual Equipment.

PROCEDURE:

1. Obtain a copy of the text and go to your study area.
2. Review the instructions for using the text on page 2.
3. Read pages 9 through 20. As you read, complete statements 1 through 76 on a separate sheet of paper. Correct all errors after determining the right response to each statement.
4. Upon completion of the reading assignment, answer questions 1 through 8 in the test on pages 20 and 21.
5. Turn in all answer sheets to the instructor.
6. View filmstrip, "Techniques in Selling".
7. When this assignment is completed successfully, proceed to the next LAP.
8. Ask a fellow student who is on this LAP to have a practice session. Include the six sales approaches and the three ways in which to create a sales atmosphere.
9. Take the LAP test after completion of this LAP and LAP 27.07.01.01 "Creating a Sales Atmosphere."
10. If successful, proceed to next LAP.

Principal Author(s): T. Preston

Student: _____ File Code: 27.07.01.01. A2-2
27.07.01.02. A2-2

Date: _____ Date Published: 10/2/74

Mountain-Plains Education & Economic Development Program, Inc.
Glasgow AFB, Montana 59231

LAP TEST: CREATING A SALES ATMOSPHERE/SALES APPROACHES

27.07.01.01

1. The salesperson's first move should make it plain that his attitude is:

   a. friendly.
   b. concerned.
   c. apprehensive.
   d. businesslike.

2. Courtesy in business involves making the customer feel:

   a. secure.
   b. relaxed.
   c. aware of his surroundings.
   d. important.

3. To make the customer feel important, a salesperson should always:

   a. talk in a low voice to the customer.
   b. touch the customer.
   c. smile at the customer.
   d. look at the customer.

4. Which of the following is essential in creating a good sales atmosphere?

   a. The product knowledge.
   b. Loyalty.
   c. The salesperson approach.
   d. Interest in customer needs.

5. A smile is a sign of:

   a. friendliness.
   b. interest.
   c. courtesy.
   d. concern.

27.07.01.02

6. The approach begins when:

   a. the customer looks at salesperson.
   b. the customer asks a question.
   c. the customer enters the store.
   d. the salesperson says, "May I help you", to the customer.

27.07.01.02

7. The greeting approach consists of:

   a. A four second wait.
   b. "Mrs. Jones, how are you?"
   c. "Hi", "Hello", "Good Morning".
   d. Customer has merchandise in hand.

8. The least satisfactory approach is:

   a. the merchandise approach.
   b. the service approach.
   c. the stall approach.
   d. the personal approach.

9. "May I help you?" is known as the:

   a. stall approach.
   b. greeting approach.
   c. merchandise approach.
   d. service approach.

10. A variation of acknowledgment approach is which of the following?

   a. Salesman should look at second customer and nod.
   b. Salesperson should wait until sale is completed.
   c. Tell other customer to wait.
   d. Talk to both customers at the same time.

LAP TEST ANSWER KEY: CREATING A SALES ATMOSPHERE/SALES APPROACHES

LAP 01
1. a
2. d
3. d
4. d
5. a

LAP 02
6. c
7. c
8. b
9. d
10. a

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Glasgow AFB, Montana 59231

File Code: 27.07.01.03.A2-0

Date Published: 3/18/75

Learning Activity Package

Student: _____

Date: _____

PERFORMANCE ACTIVITY: Needs and Wants

OBJECTIVE:

State the difference between "needs" and "wants", and identify and define the four basic buying motives.

EVALUATION PROCEDURE:

Complete a student-scored multiple choice test. Successful completion is eight out of ten items.

RESOURCES:

Retail Salesmanship, Hartzler, 1970.
Filmstrip: "Why People Buy", Universal Education & Visual Arts.
Audio Visual Equipment.

PROCEDURE:

1. Obtain a copy of the text and go to your study area.
2. Review the instructions for using the text on page 2.
3. Read pages 22 through 30; as you read, complete statements 1 through 61 by writing the correct word or phrase on a separate sheet of paper. Correct all errors after determining the right answer to each statement.
4. Upon completion of the reading assignment, answer questions 1 through 8 in the test on pages 30 and 31.
5. Turn in all answer sheets to the instructor.
6. View filmstrip, "Why People Buy".
7. Take the LAP test. Correct all errors.
8. When this assignment is successfully completed, proceed to the next LAP.

Principal Author(s): T. Preston, B. Egan

Student: _____ File Code: 27.07.01.03. A2-2

Date: _____ Date Published: 10/2/74

Mountain-Plains Education & Economic Development Program, Inc.
Glasgow AFB, Montana 59231

LAP TEST: NEEDS AND WANTS

1. What percent of merchandise sold is strictly on a life sustaining basis?

   a. 85%
   b. 15%
   c. 95%
   d. 5%

2. What percent of merchandise sold is to satisfy psychological wants?

   a. 5%
   b. 15%
   c. 85%
   d. 95%

3. An important buying motive is:

   a. femininity.
   b. romance.
   c. comfort.
   d. elegance.

4. The most powerful buying motive for men is:

   a. need.
   b. comfort.
   c. masculinity.
   d. wants.

5. The elimination of chance is an example of appeal to the motivation:

   a. romance.
   b. masculinity.
   c. inadequacy.
   d. desire to live forever.

6. A man giving a window to the church and having his name put on the window is exhibiting the motive known as:

   a. inadequacy.
   b. masculinity.
   c. attention.
   d. the desire to live forever.

7. When a man is short and does not buy items that make him appear tall, his buying motive is not:

   a. compensation.
   b. adequate.
   c. inadequacy.
   d. masculinity.

8. If a person is aware of his motivation, the motive is:

   a. conscious.
   b. unconscious.
   c. positive.
   d. negative.

9. Hope and fear are the:

   a. negative side of motives.
   b. positive side of motives.
   c. positive and negative sides of motives.
   d. inadequacy side of motives.

10. Safety is part of:

    a. masculinity.
    b. the desire to live forever.
    c. romance.
    d. inadequacy.

LAP TEST ANSWER KEY: NEEDS AND WANTS

1. d
2. d
3. b
4. c
5. d
6. d
7. c
8. a
9. c
10. b

File Code: 27.07.01.04.A2-0

Date Published: 3/18/75

Mountain-Plains Education & Economic Development Program, Inc.
Glasgow AFB, Montana 59231

Learning Activity Package

Student: _____

Date: _____

PERFORMANCE ACTIVITY: Benefits

OBJECTIVE:

Define the terms "selling point" and "benefits".

EVALUATION PROCEDURE:

Complete a student-scored multiple choice test. Successful completion is eight out of ten items.

RESOURCES:

Retail Salesmanship, Hartzler, 1970.

PROCEDURE:

1. Obtain a copy of the text and go to your study area.
2. Review the instructions for using the text on page 2..
3. Read pages 32 through 39. As you read, complete statements 1 through 57 on a separate sheet of paper. Correct all errors after determining the right response to each statement.
4. Upon completion of the reading assignment, answer questions 1 through 8 in the test on page 39 on a separate sheet of paper.
5. Turn in all answer sheets to the instructor.
6. Take the LAP test. Correct all errors.
7. When this assignment is completed successfully, proceed to the next LAP.

Principal Author(s): T. Preston, B. Egan

Student: _____ File Code: 27.07.01.04. A2-2

Date: _____ Date Published: 10/2/74

Mountain-Plains Education & Economic Development Program, Inc.
Glasgow AFB, Montana 59231

LAP TEST: BENEFITS

1. The feature is about the same as:

   a. a benefit and motive.
   b. a benefit.
   c. a motive.
   d. a selling point.

2. A one-year guarantee on a motor is:

   a. a need.
   b. a benefit.
   c. a motive.
   d. a feature or selling point.

3. If there is a unique feature about the merchandise you are selling, this is a:

   a. strong selling point.
   b. ordinary selling point.
   c. benefit.
   d. motive.

4. The selling point is:

   a. a motive.
   b. in the customer's mind.
   c. a benefit.
   d. in the merchandise.

5. The freedom from the expense of repair or the fear of a mechanical breakdown is:

   a. a motive.
   b. a selling point.
   c. a feature.
   d. a benefit.

6. A buying motive is:

   a. in the mind of the customer.
   b. in the merchandise for sale.
   c. in the advertising.
   d. in the merchandise.

7. A benefit is:

   a. what the merchandise will do for the customer.
   b. in the mind of the customer.
   c. in the advertising.
   d. in the merchandise.

8. To establish a benefit, the salesperson:

   a. a benefit is not established.
   b. must state all of the selling points.
   c. must state all of the features.
   d. must listen to what customer has in mind.

9. The one major motivation a customer 40 years old has is:

   a. masculinity.
   b. romance.
   c. inadequacy.
   d. the desire to live forever.

10. In the case of a woman or small boy, less strength is needed to handle a small mower, and this becomes a:

   a. inadequacy.
   b. desire to live forever.
   c. benefit.
   d. feature.

LAP TEST ANSWER KEY: BENEFITS

1. d
2. d
3. a
4. d
5. d
6. a
7. a
8. d
9. d
10. c

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File Code: 27.07.01.05.A2-0

Date Published: 3/18/75

Learning Activity Package

Student: _____

Date: _____

PERFORMANCE ACTIVITY: Elements of the Sales Presentation

OBJECTIVE:

Identify the basic elements of a sales presentation.

EVALUATION PROCEDURE:

Complete a student-scored multiple choice test. Successful completion is eight out of ten items.

RESOURCES:

Retail Salesmanship, Hartzler, 1970.

PROCEDURE:

1. Obtain a copy of the text and go to your study area.
2. Review the instructions for using the text on page 2.
3. Read pages 40 through 51. As you read, complete statements 1 through 97 on a separate sheet of paper. Correct all errors after determining the right response to each statement.
4. Upon completion of the reading assignment, answer questions 1 through 8 in the test on page 52.
5. Turn in all answer sheets to the instructor.
6. Ask a fellow student who is on this LAP to have a practice session. Include the basic elements of a sales presentation.
7. Take the LAP test. Correct all errors.
8. When this assignment is successfully completed, proceed to the next LAP.

Principal Author(s): T. Preston, B. Egan

Student: _____ File Code: 27.07.01.05. A2-2

Date: _____ Date Published: 10/2/74

Mountain-Plains Education & Economic Development Program, Inc.
Glasgow AFB, Montana 59231

LAP TEST: ELEMENTS OF A SALES PRESENTATION

1. A sales presentation includes:

   a. just the approach.
   b. everything a customer says to a salesperson.
   c. just telling about a product.
   d. everything a salesperson says to a customer.

2. Which of the following is not a part of a sales presentation?

   a. Writing or ringing up sale.
   b. Greeting.
   c. Closing.
   d. Customer's conversation.

3. The sales presentation must be guided by the customer's:

   a. features.
   b. selling points.
   c. benefits.
   d. needs and wants.

4. Which of the following does not affect the salesmanship?

   a. Features.
   b. Benefits.
   c. Needs.
   d. Wants.

5. Why must a sales presentation be flexible?

   a. Because of the customer's attitude.
   b. Because of the selection of merchandise.
   c. Because of the customer's approach.
   d. Because of the great variety of customer's needs and wants.

6. The decision considered for customer's needs is:

   a. negative.
   b. choice.
   c. free.
   d. critical.

7. The customer's wants or preferences are considered:

   a. free decisions.
   b. critical decisions.
   c. choice decisions.
   d. negative decisions.

8. A majority of the customer's buying decisions is:

   a. free decisions.
   b. critical decisions.
   c. choice decisions.
   d. negative decisions.

9. As a general rule, the salesperson should limit the customer's choice to not more than:

   a. one item at a time.
   b. two items at a time.
   c. four items at a time.
   d. three items at a time.

10. What decision is generally used to close the sale?

   a. Choice decision.
   b. Free decision.
   c. Critical decision.
   d. Negative decision.

LAP TEST ANSWER KEY: ELEMENTS OF A SALES PRESENTATION

1. d
2. d
3. d
4. c
5. d
6. d
7. c
8. c
9. d
10. b

File Code: 27.07.01.06.A2-0

Date Published: 3/18/75

Mountain-Plains Education & Economic Development Program, Inc.
Glasgow AFB, Montana 59231

Learning Activity Package

Student: _____

Date: _____

PERFORMANCE ACTIVITY: Definition of Objections

OBJECTIVE:

Identify the term "objection" as used in salesmanship, and identify a "specific objection" and a "general objection".

EVALUATION PROCEDURE:

Complete a student-scored multiple choice test. Successful completion is eight out of ten items.

RESOURCES:

Retail Salesmanship, Hartzler, 1970.
Filmstrip: "Objections and Objectives", Universal Education & Visual Arts. Audio Visual Equipment.

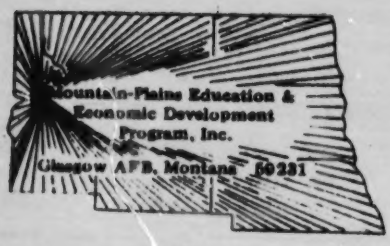
PROCEDURE:

1. Obtain a copy of the text and go to your study area.
2. Review the instructions for using the text given on page 2.
3. Read pages 53 through 62. As you read, complete statements 1 through 67 on a separate sheet of paper. Correct all errors upon determining the right answer to each statement.
4. Upon completion of the reading assignment, answer questions 1 through 8 in the test on page 62.
5. Turn in all answer sheets to the instructor.
6. View filmstrip, "Objections and Objectives".
7. Take the LAP test. Correct all errors.
8. When this assignment is successfully completed, proceed to the next LAP.

Principal Author(s): T. Preston, B. Egan

Student: _____ File Code: 27.07.01.06. A2-2

Date: _____ Date Published: 10/2/74



LAP TEST: DEFINITION OF OBJECTIONS

1. An objection is:

   a. a reason given by a salesperson for buying.
   b. a reason given by a salesperson for not buying.
   c. a reason given by a customer for not buying.
   d. a reason given by a customer for buying.

2. Which of the following is an objection?

   a. "How much is that?"
   b. "The price is too high."
   c. "What other colors are there?"
   d. "Is that all you have?"

3. If the customer raises an objection, the salesperson should:

   a. accept the objection.
   b. quickly change the subject.
   c. prove that the customer is wrong.
   d. try to answer it.

4. In answering an objection, the salesperson should:

   a. make a quick change.
   b. use a low voice.
   c. speak quickly.
   d. speak loudly but slowly.

5. An objection should be answered by:

   a. a flat statement.
   b. a disagreement statement.
   c. asking a question.
   d. an accepting statement.

6. Which of the following is <u>not</u> a specific objection?

   a. "I don't have that much money."
   b. "The price is too high."
   c. "I saw a lamp like this one down the street for less money."
   d. "I want one a little bigger."

7. Which of the following is a specific objection?

   a. "I'm just wasting time."
   b. "I'll just look around."
   c. "The price is too high."
   d. "My sister has a dress just like this."

8. The slow turn consists of:

   a. a few words of agreement spoken by customer.
   b. a few words of agreement spoken by salesperson before he answers the objections.
   c. a few words of disagreement spoken by salesperson before answering the objection.
   d. a few words of disagreement spoken by customer before salesperson can answer.

9. If a customer were to say, "That's more than I wanted to pay", the best answer would be:

   a. "You couldn't do better anywhere."
   b. "It's the best buy in the shop."
   c. "Yes, I can see why you would think that."
   d. "This is all we have in this price range."

10. When answering a general objection, the salesperson can answer only with:

   a. a flat statement.
   b. a question.
   c. a slow turn.
   d. an agreement.

LAP TEST ANSWER KEY: DEFINITION OF OBJECTIVES

1. c
2. b
3. d
4. b
5. c
6. b
7. d
8. b
9. c
10. b

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Mountain-Plains Education & Economic Development Program, Inc.
Glasgow AFB, Montana 59231

Learning Activity Package

Student: _____

Date: _____

PERFORMANCE ACTIVITY: Handling Objections

OBJECTIVE:

Identify and perform the five basic techniques used by a sales person to handle customer objections.

EVALUATION PROCEDURE:

Complete a student-scored multiple choice test. Successful completion is eight out of ten items.

RESOURCES:

Retail Salesmanship, Hartzler, 1970.

PROCEDURE:

1. Obtain a copy of the text and go to your study area.
2. Review the instructions for using the text given on page 2.
3. Read pages 63 through 73. As you read, complete statements 1 through 81 on a separate sheet of paper. Correct all errors upon determining the right answer to each statement.
4. Upon completion of the reading assignment, answer questions 1 through 8 in the test on page 74.
5. Turn in all answer sheets to the instructor.
6. Ask a fellow student who is on this LAP to have a practice session. Include the five basic techniques for handling customer objections.
7. Return the text.
8. Take the LAP test. Correct all errors.
9. When this assignment is successfully completed, proceed to the next LAP.

Principal Author(s): T. Preston, B. Egan

Student: _____ File Code: 27.07.01.07. A2-2

Date: _____ Date Published: 10/2/74

Mountain-Plains Education & Economic Development Program, Inc.
Glasgow AFB, Montana 59231

LAP TEST: HANDLING OBJECTIONS

1. The general goal of all five techniques for answering objections is:

   a. to reestablish the benefits.
   b. to reestablish the sales presentation.
   c. to reestablish the selling points.
   d. to reestablish an atmosphere of friendly agreement with a customer.

2. Which of the following is a "yes, but" technique?

   a. "Why did you say that?"
   b. "Would you mind telling me why you think that?"
   c. "You get what you pay for."
   d. "Yes, I certainly can understand how a person might feel that way."

3. Which of the following is a "why" technique?

   a. "You consider yourself a fair man don't you, Mr. Jones?"
   b. "You get what you pay for."
   c. "Yes, I certainly can understand how a person might feel that way."
   d. "Would you mind telling me why you think that?"

4. Which of the following techniques should a salesperson use for answering a general objection?

   a. Question-on-a-side issue.
   b. "Yes, but."
   c. "Why?"
   d. Second question on-a-side issue.

5. The question on-a-side issue is reserved for which of the following?

   a. Specific objection.
   b. General objection.
   c. Very difficult situation.
   d. "Yes, but."

6. Which of the following answer from a salesperson is a "question on-a-side issue?

   a. "It couldn't be as good."
   b. "You get what you pay for."
   c. "Oh well, you wouldn't buy from him would you?"
   d. "You consider yourself a fair man don't you, Mr. Jones."

7. Which of the following methods for answering objections is followed by a short pause or a "why" question?

   a. Ignoring the objection.
   b. Repeating the objection.
   c. Question on-a-side issue.
   d. "Yes, but."

8. Ignoring the objection temporarily is close to using which technique?

   a. "Why" technique.
   b. Repeating the objection technique.
   c. Question on-a-side issue technique.
   d. "Yes, but" technique.

9. There are two types of objections; these are general and:

   a. "Why."
   b. "Yes, but."
   c. Specific.
   d. Repeating.

10. Where there is a difference in price between identical merchandise, the salesperson should first:

   a. tell the customer he didn't mark the merchandise.
   b. automatically "meet" the other store's price.
   c. consult his management about what he should do.
   d. check to see if merchandise is marked wrong.

LAP TEST ANSWER KEY: HANDLING OBJECTIONS

1. d
2. d
3. d
4. c
5. c
6. d
7. b
8. c
9. c
10. c

File Code: 27.07.01.08.A2-0

Date Published: 3/18/75

Mountain-Plains Education & Economic Development Program, Inc.
Glasgow AFB, Montana 59231

Learning Activity Package

Student: _____

Date: _____

PERFORMANCE ACTIVITY: Closing the Sale

OBJECTIVE:

Identify the term "agreement sentence" and identify, in a given series of sale situations, when and how to use an agreement sentence.

EVALUATION PROCEDURE:

Complete a student-scored multiple choice test. Successful completion is eight out of ten items.

RESOURCES:

Retail Salesmanship, Hartzler, 1970.

PROCEDURE:

1. Obtain a copy of the text and go to your study area.
2. Review the instructions for using the text given on page 2.
3. Read pages 75 through 80. As you read, complete statements 1 through 34 on a separate sheet of paper. Correct all errors upon determining the right answer to each statement.
4. Upon completion of the reading assignment, answer questions 1 through 8 in the test on page 81 on a separate sheet of paper.
5. Turn in all answer sheets to the instructor.
6. Take the combined LAP test after completion of this LAP and LAP 27.07.01.09 "Closing Techniques."
7. When this assignment is successfully completed, proceed to the next LAP.

Principal Author(s): T. Preston

File Code: 27.07.01.09.A2-0

Date Published: 3/17/75

Mountain-Plains Education & Economic Development Program, Inc.
Glasgow AFB, Montana 59231

Learning Activity Package

Student: _____

Date: _____

PERFORMANCE ACTIVITY: Closing Techniques

OBJECTIVE:

Identify the term "closing questions" and "closing sentences", and given a list of closing questions, identify good closing sentences and poor closing sentences.

EVALUATION PROCEDURE:

Complete a student-scored multiple choice test. Successful completion is eight out of ten items.

RESOURCES:

Retail Salesmanship, Hartzler, 1970.
Filmstrip, "Sales Check Procedures", International Film Bureau Inc.

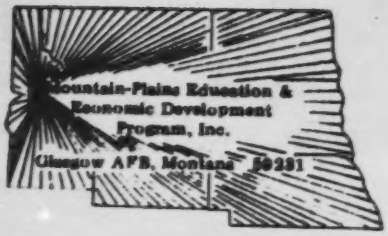
PROCEDURE:

1. Obtain a copy of the text.
2. View filmstrip, "Sales Check Procedures".
3. Review the instructions for using the text on page 2.
4. Read pages 82 through 87. Complete the statements 1 through 41 on a separate sheet of paper. Correct all errors upon determining the correct answers to each statement.
5. Upon completion of the reading assignment, answer questions 1 through 8 in the test on pages 87 and 88 on a separate sheet of paper.
6. Turn in all answer sheets to the instructor.
7. Ask a fellow student who is on this LAP to have a practice session. Include all of the previous material covered in this unit, starting with "Creating an Atmosphere" and ending with "Closing Techniques".
8. Take the combined LAP test after completion of this LAP and LAP 27.07.01.08 "Closing the Sale." Correct all errors.

Principal Author(s): T. Preston

Student: _____ File Code: 27.07.01.08. A2-2
27.07.01.09. A2-2

Date: _____ Date Published: 10/2/74



LAP TEST: CLOSING THE SALE/CLOSING TECHNIQUES

27.06.01.08

1. By "open end" of an agreement sentence, the salesperson can:

   a. without a definite "yes" or "no" close the sale.
   b. automatically close sale.
   c. add the needs and wants expressed by the customer, then receive positive decision.
   d. the salesperson has to redo sales presentation.

2. It is easier to close a sale in:

   a. four steps.
   b. three steps.
   c. one step.
   d. two steps.

3. Of the following which is the "closed" part of an agreement sentence?

   a. "Ok, this is not what you need".
   b. "From what you have said . . .".
   c. "This is what you want, isn't it?".
   d. "Let me show you something else."

4. The agreement sentence is used to find out:

   a. what customer doesn't have.
   b. what customer has.
   c. what customer wants.
   d. what customer doesn't like.

5. What two items does the salesperson mention between the open and closed part of the agreement sentence?

   a. Needs and wants.
   b. Benefits and selling points.
   c. Specific objection and general objection.
   d. Slow turn and "why".

27.06.01.09

6. The final step in the sale is:

   a. the double question.
   b. the agreement sentence.
   c. the repeat of-a-side-issue.
   d. the close of the sale.

7. Which of the following is not a "frame" for a closing question?

   a. "Let me show you a different style."
   b. "Would you like to charge or pay cash?"
   c. "Do you want one pair or two?"
   d. "Do you want this in a bag, or shall I have it gift-wrapped?"

8. Which of the following situations would not be a good closing if the salesperson asked, "Do you want this in a bag, or shall I have it gift-wrapped?"

   a. When customer is leaving.
   b. When the person is in a hurry.
   c. When salesperson has another customer waiting.
   d. When there is an extra charge for gift wrapping.

9. The closing sentence should always be preceded by a/an:

   a. objection.
   b. flat statement.
   c. description of merchandise.
   d. agreement sentence.

10. The salesperson usually gives assurance concerning merchandise:

   a. before closing sentence.
   b. before thanking customer.
   c. before agreement sentence.
   d. after thanking customer.

LAP TEST ANSWER KEY: CLOSING THE SALE/CLOSING TECHNIQUES

LAP 08
1. c
2. d
3. c
4. c
5. b

LAP 09
6. d
7. a
8. d
9. d
10. d

Student: _____ File Code: 27.07.01.00. B2-2

Date: _____ Date Published: 10/2/74

UNIT POST TEST: STEPS OF THE SALE

27.07.01.01

1. The salesperson's first move should make it plain that his attitude is:

   a. friendly.
   b. concerned.
   c. apprehensive.
   d. businesslike.

2. Courtesy in business involves making the customer feel:

   a. secure.
   b. relaxed.
   c. aware of his surroundings.
   d. important.

3. The customer should be greeted within:

   a. 30 seconds.
   b. 60 seconds.
   c. 2 minutes.
   d. 45 seconds.

4. To make the customer feel important, a salesperson should always:

   a. talk in low voice to the customer.
   b. touch the customer.
   c. smile at the customer.
   d. look at the customer.

5. Courtesy is best shown by:

   a. looking at the customer.
   b. greeting the customer.
   c. promptness in recognizing and helping the customer.
   d. smiling at the customer.

27.07.01.02

6. The basic approach is:

   a. the stall approach.
   b. the personal approach.
   c. the greeting approach.
   d. the service approach.

27.07.01.02 (continued)

7. The least satisfactory approach is:

   a. the merchandise approach.
   b. the service approach.
   c. the stall approach.
   d. the personal approach.

8. In the stall approach the salesperson should wait:

   a. 60 seconds.
   b. 4 seconds.
   c. 3 seconds.
   d. 5 seconds.

9. The approach generally used because of lack of training is the:

   a. greeting approach.
   b. service approach.
   c. stall approach.
   d. acknowledgment approach.

10. In the second variation to the acknowledgment approach, the salesperson should:

    a. close sale with first customer, then approach.
    b. look up and speak to second customer.
    c. nod.
    d. ask first customer to wait to make a decision, then return after helping second customer.

27.07.01.03

11. What percent of merchandise sold is strictly on a life sustaining basis?

    a. 85%
    b. 15%
    c. 95%
    d. 5%

12. What percent of merchandise sold is to satisfy psychological wants?

    a. 5%
    b. 15%
    c. 85%
    d. 95%

27.07.01.03 (continued)

13. The elimination of chance is an example of appeal to the motivation:

a. romance.
b. masculinity.
c. inadequacy.
d. desire to live forever.

14. If a person is aware of his motivation, the motive is:

a. conscious.
b. unconscious.
c. positive.
d. negative.

15. Safety is part of:

a. masculinity.
b. the desire to live forever.
c. romance.
d. inadequacy.

27.07.01.04

16. A one-year guarantee on a motor is:

a. a need.
b. a benefit.
c. a motive.
d. a feature or selling point.

17. The selling point is:

a. a motive.
b. in the customer's mind.
c. a benefit.
d. in the merchandise.

18. A buying motive is:

a. in the mind of the customer.
b. in the merchandise for sale.
c. in the advertising.
d. in the merchandise.

27.07.01.04

19. To establish a benefit, the salesperson:

a. a benefit is not established.
b. must state all of the selling points.
c. must state all of the features.
d. must listen to what customer has in mind.

20. In the case of a woman or small boy, less strength is needed to handle a small mower, and this becomes a:

a. inadequacy.
b. desire to live forever.
c. benefit.
d. feature.

27.07.01.05

21. A sales presentation includes:

a. just the approach.
b. everything a customer says to a salesperson.
c. just telling about a product.
d. everything a salesperson says to a customer.

22. The sales presentation must be guided by the customer's:

a. features.
b. selling points.
c. benefits.
d. needs and wants.

23. The decision considered for customer's needs is:

a. negative.
b. choice.
c. free.
d. critical.

24. The customer's wants or preferences are considered:

a. free decisions.
b. critical decisions.
c. choice decisions.
d. negative decisions.

27.07.01.05 (continued)

25. A majority of the customer's buying decisions is:

    a. free decisions.
    b. critical decisions.
    c. choice decisions.
    d. negative decisions.

27.07.01.06

26. If the customer raises an objection, the salesperson should:

    a. accept the objection.
    b. quickly change the subject.
    c. prove that the customer is wrong.
    d. try to answer it.

27. In answering an objection, the salesperson should:

    a. make a quick change.
    b. use a low voice.
    c. speak quickly.
    d. speak loudly but slowly.

28. An objection should be answered by:

    a. a flat statement.
    b. a disagreement statement.
    c. asking a question.
    d. an accepting statement.

29. If a customer were to say, "That's more than I wanted to pay", the best answer would be:

    a. "You couldn't do better anywhere."
    b. "It's the best buy in the shop."
    c. "Yes, I can see why you think that."
    d. "This is all we have in this price range."

30. When answering a general objection, the salesperson can answer only with:

    a. a flat statement.
    b. a question.
    c. a slow turn.
    d. an agreement.

27.07.01.07

31. Which of the following is a "yes, but" technique?

    a. "Why did you say that?"
    b. "Would you mind telling me why you think that?"
    c. "You get what you pay for."
    d. "Yes, I certainly can understand how a person might feel that way."

32. Which of the following techniques should a salesperson use for answering a general objection?

    a. Question-on-a-side issue.
    b. "Yes, but."
    c. "Why?"
    d. Second question on-a-side issue.

33. Which of the following methods for answering objections is followed by a short pause or a "why" question?

    a. Ignoring the objection.
    b. Repeating the objection.
    c. Question on-a-side issue.
    d. "Yes, but."

34. Ignoring the objection temporarily is close to using which technique?

    a. "Why" technique.
    b. Repeating the objection technique.
    c. Question on-a-side issue technique.
    d. "Yes, but" technique.

35. Where there is a difference in price between identical merchandise, the salesperson should first:

    a. tell the customer he didn't mark the merchandise.
    b. automatically "meet" the other store's price.
    c. consult his management about what he should do.
    d. check to see if merchandise is marked wrong.

27.07.01.08

36. The first step in closing the sale is:

    a. customer chooses one item to look at.
    b. ringing up the sale.
    c. to secure agreement from customer that he wants the merchandise.
    d. customer asks for more items to look at.

27.07.01.08

37. By "open end" of an agreement sentence. the salesperson can:

a. without a definite "yes" or "no" close the sale.
b. automatically close sale.
c. add the needs and wants expressed by the customer, then receive positive decision.
d. the salesperson has to redo sales presentation.

38. It is easier to close a sale in:

a. four steps.
b. three steps.
c. one step.
d. two steps.

39. Of the following, which is an "open" part of an agreement sentence?

a. "I think you want this . . ."
b. "Is this what you have?"
c. "This, you don't need or want."
d. "From what you have said . . ."

40. The agreement sentence is used to find out:

a. what customer doesn't have.
b. what customer has.
c. what customer wants.
d. what customer doesn't like.

27.07.01.09

41. A sale should be closed with a special type of sentence; it is called:

a. a single question.
b. an agreement question.
c. double question.
d. an agreement, then a question.

42. "Do you want to wear these, or shall I put them in a box?" is:

a. a single question.
b. an agreement question.
c. a closing question.
d. a want or need.

27.07.01.09 (continued)

43. The final contact between the salesperson and customer is:

a. there is no final contact.
b. after the close of sale.
c. after merchandise is handed to customer.
d. thanking customer.

44. It is important that the last contact between the salesperson and the customer be:

a. one of acceptance.
b. one of relief.
c. one of indifference.
d. one of friendliness.

45. The salesperson can ensure that the final contact is good by:

a. asking if salesperson can help with anything else.
b. asking them to come again.
c. giving assurance.
d. selling them something else.

UNIT POST TEST ANSWER KEY: STEPS OF THE SALE

LAP 01	1. a	LAP 08	36. c
	2. d		37. c
	3. b		38. d
	4. d		39. d
	5. c		40. c
LAP 02	6. c	LAP 09	41. c
	7. b		42. c
	8. b		43. d
	9. b		44. d
	10. b		45. c
LAP 03	11. d		
	12. d		
	13. d		
	14. a		
	15. b		
LAP 04	16. d		
	17. d		
	18. a		
	19. d		
	20. c		
LAP 05	21. d		
	22. d		
	23. d		
	24. c		
	25. c		
LAP 06	26. d		
	27. b		
	28. c		
	29. c		
	30. b		
LAP 07	31. d		
	32. c		
	33. b		
	34. c		
	35. c		

Student: _____ File Code: 27.07.01.00.A1-5

Date: _____ Date Published: 11/14/74

Family Pay Number: _____ Sex: M F (Circle 1)

UNIT PERFORMANCE TEST: STEPS OF THE SALE

OBJECTIVE:

Give a sales presentation in any kind of location according to the attached checklist.

TASK:

The student will be asked to give a sales presentation to one or more people at a type of location to be determined at the time the test is administered.

ASSIGNMENT:

CONDITIONS:

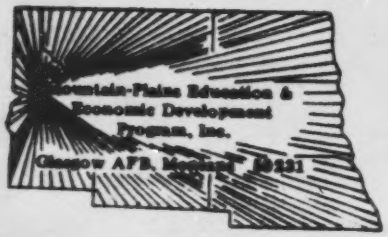
The student may not use any references. The student may not receive any help from the instructor or other students. The student must use only the resources provided. He may not use the "May I help you" approach. The merchandise to be sold may be selected by the student or the instructor. The people playing the customer role(s) will be given a prepared part to play.

RESOURCES:

Designated merchandise
People to take the role of customer(s)
Cash Register
Charge slip
Credit card machine
Personal check

Student: _____ File Code: 27.07.01.00.A1-5

Date: _____ Date Published: 11/14/74



PERFORMANCE CHECKLIST:

OVERALL PERFORMANCE: Satisfactory_____ Unsatisfactory_____

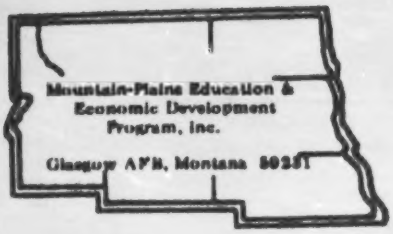
	CRITERION Met	Not Met
Objective:		
1. The student will approach the customer.		
Criterion: The student will use one of the following		
approaches as described in "Retail Salesmanship",		
by F.E. Hartzler, Chapter 2:		
a. greeting approach		
b. Stall approach		
c. merchandise approach		
d. Acknowledgement approach		
2. Student displays product knowledge.		
Criterion: Keys discussion of product to customer's		
motivation.		
3. Student matches discussion of product benefit to		
customer desires.		
Criterion: At least 3 benefits that match the needs and		

	CRITERION Met	Not Met
wants of the customer will be discussed.		
4. Student will handle customer objections.		
Criterion: Student will use at least two techniques as discussed in		
"Retail Salesmanship" by F.E. Hartzler, Chapter 6. The		
following techniques will be available to him:		
a. "Why"		
b. "Yes, but"		
c. "Question on-a-side-issue"		
d. "Second question on-a-side-issue"		
e. "Repeat technique"		
5. Student will close the sale.		
Criterion: Student will use techniques as given in "Retail		
Salesmanship" by F.E. Hartzler.		
6. Student rings up sale.		
Criterion: Student uses correct procedure for ringing up		
sale and making change.		
7. Student properly records charge.		
Criterion: Charge slip must be filled out correctly and		
signed by customer.		
8. Student handles personal check correctly, if necessary.		

	CRITERION Met	Not Met
Criterion: Asks for proper identification, inspects check		
for correctness, and makes correct change.		
9. Student wraps or bags merchandise.		
Criterion: Bags or wraps merchandise in correct size bag.		
Insures that merchandise is not broken, crushed,		
or damaged.		
10. Student makes post-sale reinforcement.		
Criterion: Student restates major benefits and assures		
customer about merchandise purchased.		
Student must complete 8/10 of all line items satisfactorily		
to receive an overall score of satisfactory.		

File Code: 27.07.02.00.A2-1

Date Published: 4/14/75



Learning Experience Guide

UNIT: SUGGESTION SELLING

RATIONALE:

Suggestion selling helps increase the profits of a business and provides a valuable service to customers. Sales personnel must, therefore, have a working knowledge of the techniques used in suggestion selling.

PREREQUISITES:

Unit .01 of this course (Steps of the Sale).

OBJECTIVE:

Identify and demonstrate the techniques used in suggestion selling.

RESOURCES:

Retail Salesmanship, F. E. Hartzler, Gregg Division/McGraw-Hill Book Co., 1970.
Filmstrip: "Economics of Selling", Universal Education and Visual Arts.
Equipment: Singer-Graflex 35mm Filmstrip Projector (or equivalent)
Cash Register

GENERAL INSTRUCTIONS:

Complete all performance activities in this unit. Take the unit test.

PERFORMANCE ACTIVITIES:

.01 Definition of Suggestion Selling
.02 Techniques in Suggestion Selling
.03 Selling Big-Ticket Items

Principal Author(s): T. Preston

EVALUATION PROCEDURE:

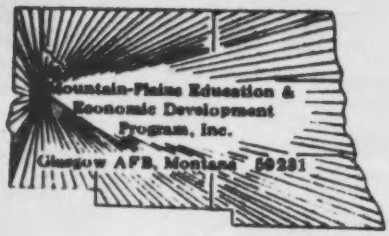
Complete an instructor-scored multiple-choice test with 80% accuracy.
Complete a performance test according to the criteria listed on the test.

FOLLOW-THROUGH:

Go to the first assigned LAP.

Student: _____ File Code: 27.07.02.00. A2-2

Date: _____ Date Published: 10/2/74



UNIT PRETEST: SUGGESTION SELLING

27.07.02.01

1. Suggestion selling is important because it:

   a. increases the profit.
   b. increases volume.
   c. builds customer good will.
   d. increases stores services.

2. In making a suggestion sale, the salesperson should stress:

   a. the customer's wants.
   b. the item.
   c. the selling point.
   d. the benefit.

3. Which of the following is not a related item when selling ladies shoes?

   a. Purse.
   b. Belt.
   c. Sweater.
   d. Gloves.

4. Which of the following is the best related item to a fishing pole?

   a. Life jacket.
   b. Cooler.
   c. Lantern.
   d. 8 lb. test line.

5. In making suggestions, the sales person should do which of the following?

   a. Let customer handle or touch merchandise.
   b. Keep merchandise in hand so customer will be curious about it.
   c. Let customer touch merchandise, but not handle it.
   d. Let customer take merchandise home for a trial use.

27.07.02.02

6. Which of the following is a basic rule for suggestion selling?

   a. Start with a feature.
   b. Try not to involve customer.
   c. Ask questions only at close of sale.
   d. Start with a benefit.

7. Assume that a salesperson is selling a pair of shoes and would like to also sell a purse. Which of the following is a good lead sentence?

   a. "You don't want to buy a purse, do you?"
   b. "Want to buy a purse?"
   c. "Got some good looking purses?"
   d. "Is coordination of colors important to you."

8. Suggesting and showing better merchandise is known as:

   a. suggestion bargains.
   b. a related suggestion.
   c. multiple suggestion.
   d. trading up.

9. In approaching the "just looking customer" (for the second time) who has picked up some merchandise, the salesperson should use which approach?

   a. Stall approach.
   b. Personal approach.
   c. Greeting approach.
   d. Merchandise approach.

10. When a customer needs an unusual size, it saves time and effort to buy more than one at a time; this is a good lead for a:

    a. multiple suggestion.
    b. trade up.
    c. bargain suggestion.
    d. related suggestion.

27.07.02.03

11. The first step in selling a big-ticket item is to:

    a. present the information from the customer's standpoint.
    b. ask questions to determine customers self-image and motivation.
    c. select information to be used.
    d. organize information about a product.

27.07.02.03

12. A sales presentation on a big-ticket item should be:

    a. planned but flexible.
    b. memorized.
    c. completely unplanned.
    d. impromptu.

13. A good pattern for organizing sales information is:

    a. inside out.
    b. outside in.
    c. impromptu.
    d. Whatever area customer is looking at first.

14. After a salesman has explained the features outside and inside he would explain the:

    a. ending features.
    b. beginning features.
    c. hidden features.
    d. flexibility.

15. A feature that is common to all makes of merchandise should be:

    a. mentioned.
    b. stressed.
    c. taken for granted.
    d. not stated in presentation because everybody knows it.

UNIT PRETEST ANSWER KEY: SUGGESTION SELLING

LAP 01	1.	a
	2.	d
	3.	c
	4.	d
	5.	a
LAP 02	6.	d
	7.	d
	8.	d
	9.	d
	10.	a
LAP 02	11.	d
	12.	a
	13.	a
	14.	c
	15.	a

Mountain-Plains Education & Economic Development Program, Inc.
Glasgow AFB, Montana 59331

File Code: 27.07.02.01.A2-0

Date Published: 3/18/75

Learning Activity Package

Student: _____

Date: _____

PERFORMANCE ACTIVITY: Definition of Suggestion Selling

OBJECTIVE:

Identify the term "suggestion selling", and given a list of suggestion statements which might be made by a sales person, state which are good suggestions and which are poor suggestions.

EVALUATION PROCEDURE:

Complete a student-scored multiple choice test. Successful completion is eight out of ten items.

RESOURCES:

Retail Salesmanship, Hartzler, 1970.
Filmstrip, "Economics of Selling", Universal Education and Visual Arts.

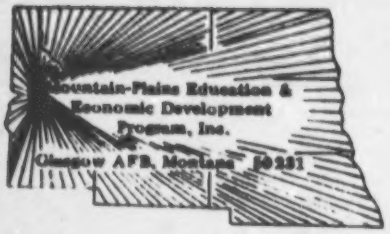
PROCEDURE:

1. Obtain a copy of the text and go to your study area.
2. View filmstrip, "Economics of Selling".
3. Review the insturctions for using the text given on page 2.
4. Read pages 89 through 99. As you read, complete statements 1 through 69 on a separate sheet of paper. Correct all errors after determining the right response to each statement.
5. Upon completion of the reading assignment, answer questions 1 through 8 in the test on page 99 on a separate sheet of paper.
6. Turn in all answer sheets to the instructor.
7. Return the text.
8. Take the LAP test. Correct all errors.
9. When this assignment is successfully completed, proceed to the next LAP.

Principal Author(s): T. Preston, B. Egan

Student: _____ File Code: 27.07.02.01. A2-2

Date: _____ Date Published: 10/2/74



LAP TEST: DEFINITION OF SUGGESTION SELLING

1. Suggestion selling is important because it:

   a. increases the profit.
   b. increase volume.
   c. builds customer good will.
   d. increases stores services.

2. In making a suggestion, the salesperson should use:

   a. the "why" technique.
   b. "yes, but" technique.
   c. an agreement sentence.
   d. a question about a benefit.

3. In making a suggestion sale, the salesperson should stress:

   a. The customer's wants.
   b. The item.
   c. The selling point.
   d. The benefit.

4. Which of the following is <u>not</u> a related item when selling ladies shoes?

   a. Purse.
   b. Belt.
   c. Sweater.
   d. Gloves.

5. Which of the following is the best related item to a fishing pole?

   a. Life jacket.
   b. Cooler.
   c. Lantern.
   d. 8 lb. test line.

6. Which of the following is a good selling suggestion?

   a. "You can buy water skis, also."
   b. "Do you want to buy water skis?"
   c. "Would you like the water skis?"
   d. "We don't carry a variety of skis, but we have one pair left."

7. A good intelligent question based on a benefit shows the salesperson has an interest in:

   a. prolonging the sale.
   b. the amount of the sale.
   c. the store volume.
   d. the customer's needs and store profit.

8. When the salesperson suggests the item instead of the benefit, it is a try for:

   a. reinforcement.
   b. suggestion selling.
   c. a close.
   d. selling point.

9. Which of the following is an outstanding characteristic of good sales people:

   a. The ability to approach a customer.
   b. The ability to sell.
   c. The ability to pick up additional sales.
   d. The ability to fill a customer's needs.

10. In making suggestions, the salesperson should do which of the following?

    a. Let customer handle or touch merchandise.
    b. Keep merchandise in hand so customer will be curious about it.
    c. Let customer touch merchandise, but not handle it.
    d. Let customer take merchandise home for a trial use.

LAP TEST ANSWER KEY: DEFINITON OF SUGGESTION SELLING

1. a
2. d
3. d
4. c
5. d
6. c
7. d
8. c
9. c
10. a

Mountain-Plains Education & Economic Development Program, Inc.
Glasgow AFB, Montana 59231

File Code: 27.07.02.02.A2-0

Date Published: 3/18/75

Learning Activity Package

Student: _____

Date: _____

PERFORMANCE ACTIVITY: Techniques in Suggestion Selling

OBJECTIVE:

Identify the conditions under which a sales person can make suggestions to customers regarding the purchase of additional substitute products.

EVALUATION PROCEDURE:

Complete a student-scored multiple choice test. Successful completion is eight out of ten items.

RESOURCES:

Retail Salesmanship, Hartzler, 1970.

PROCEDURE:

1. Obtain a copy of the text and go to your study area.
2. Review the instructions for using the text given on page 2.
3. Read pages 100 through 103. As you read, complete statements 1 through 71 on a separate sheet of paper. Correct all errors after determining the right response to each statement.
4. After completing the reading assignment, answer questions 1 through 8 in the test on pages 109 and 110 on a separate sheet of paper.
5. Turn in all answer sheets to the instructor.
6. Return the text.
7. Ask a fellow student who is on this LAP to have a practice session. Include suggestions that are good when selling a particular item, and the conditions in which a salesperson can make an additional suggestion or substitute a product.
8. When this LAP is successfully completed, proceed to the next LAP.
9. Take the combined LAP test after completion of this LAP and LAP 27.07.02.03 "Selling Big-Ticket Items."

Principal Author(s): T. Preston, B. Egan

File Code: 27.07.02.03.A2-0

Date Published: 3/18/75

Mountain-Plains Education & Economic Development Program, Inc.
Glasgow AFB, Montana 59231

Learning Activity Package

Student: _____

Date: _____

PERFORMANCE ACTIVITY: Selling Big - Ticket Items

OBJECTIVE:

Identify and demonstrate the steps to be followed in organizing a sales presentation for "big - ticket" items.

EVALUATION PROCEDURE:

Complete a student-scored multiple choice test. Successful completion is eight out of ten items.

RESOURCES:

Retail Salesmanship, Hartzler, 1970.

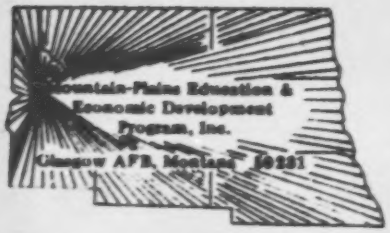
PROCEDURE:

1. Obtain a copy of the text and go to your study area.
2. Review the instructions for using the text given on page 2.
3. Read pages 111 through 120. As you read, complete statements 1 through 68 on a separate sheet of paper. Correct all errors after determining the right response to each statement.
4. Complete the "Sample Outline for a Big - Ticket Item" on pages 118 and 119. Use a separate sheet of paper for your responses.
5. After completing steps 3 and 4, answer questions 1 through 8 in the test on page 121 on a separate sheet of paper.
6. Turn in all answer sheets to the instructor.
7. Ask a fellow student who is on this LAP to have a practice session. Include a complete organization of product knowledge when selling a "big - ticket" item. Incorporate all of the steps to be followed when selling "big - ticket" items.
8. Take the combined LAP test after completion of this LAP and LAP 27.07.02.02 "Techniques in Suggestion Selling."

Principal Author(s): T. Preston

Student: _____ File Code: 27.07.02.02. A2-2
27.07.02.03. A2-2

Date: _____ Date Published: 10/2/74



LAP TEST: TECHNIQUES OF SUGGESTION SELLING/SELLING BIG-TICKET ITEMS

27.07.02.02

1. Which of the following is a basic rule for suggestion selling?

   a. Start with a feature.
   b. Try not to involve customer.
   c. Ask questions only at close of sale.
   d. Start with a benefit.

2. A suggestion that points out the advantages of having two or three of the same items is:

   a. multiple suggestion.
   b. a related suggestion.
   c. trading-up.
   d. new merchandising.

3. Mentioning to a customer that an item is on sale at a reduced price is called:

   a. suggestion bargains.
   b. trading-up.
   c. multiple suggestion.
   d. related suggestion.

4. The most common form of suggestion selling is:

   a. trading-up selling.
   b. novelty selling.
   c. related selling.
   d. bargain selling.

5. The salespeople should start with the:

   a. middle-priced merchandise.
   b. lowest-priced merchandise.
   c. highest-priced merchandise.
   d. none of the above.

27.07.02.03

6. The first step in selling a big-ticket item is to:

   a. present the information from the customer's standpoint.
   b. ask questions to determine customer's self-image and motivation.
   c. select information to be used.
   d. organize information about a product.

7. A good pattern for organizing sales information is:

   a. inside out.
   b. outside in.
   c. impromptu.
   d. whatever area customer is looking at first.

8. A feature that is common to all makes of merchandise should be:

   a. mentioned.
   b. stressed.
   c. taken for granted.
   d. not stated in presentation because everybody knows it.

9. One of the times when a trial close is used is:

   a. always after the first benefit.
   b. it is never used in a sales presentation.
   c. at the end of a sales presentation.
   d. in a logical change in presentation so that if it gets a no, it will not seem abrupt.

10. One of the times when a trial close is used is:

    a. anytime a salesperson feels it is right.
    b. never.
    c. at the end of each feature.
    d. at the end of sales presentation.

LAP TEST ANSWER KEY: TECHNIQUES IN SUGGESTION SELLING/SELLING BIG-TICKET ITEMS

LAP 01
1. d
2. a
3. a
4. c
5. a

LAP 03
6. d
7. a
8. a
9. d
10. a

UNIT POST TEST ANSWER KEY: SUGGESTION SELLING

LAP 01	1.	d
	2.	c
	3.	d
	4.	c
	5.	c
LAP 01	6.	d
	7.	d
	8.	d
	9.	a
	10.	a
LAP 03	11.	d
	12.	a
	13.	c
	14.	a
	15.	c

Student: _____ File Code: 27.07.02.00.A1-5

Date: _____ Date Published: 11/15/74

Family Pay Number: _____ Sex: M F (Circle 1)

UNIT PERFORMANCE TEST: SUGGESTION SELLING

OBJECTIVE:

Complete a sales presentation doing suggestion selling. Student will be able to give a sales presentation in any kind of location according to the attached checklist.

TASK:

The student will be asked to give a sales presentation stressing suggestion selling to one or more people at a type of location to be determined at the time the test is administered.

ASSIGNMENT:

CONDITIONS:

The student may not use any references. The student may not receive any help from the instructor or other students. The student must use only the resources provided. He may not use the "May I help you" approach. The people playing the customer role(s) will be given a prepared part to play.

RESOURCES:

Designated merchandise
People to take role of customer(s)
Cash Register
Charge slip, if needed
Personal check, if needed

Student: _____ File Code: 27.07.02.00.A1-5

Date: _____ Date Published: 11/15/74

Family Pay Number: _____ Sex: M F (Circle 1)

PERFORMANCE CHECKLIST:

OVERALL PERFORMANCE: Satisfactory_____ Unsatisfactory_____

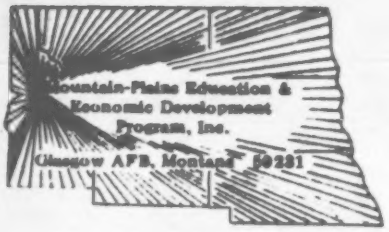
	CRITERION Met	Not Met
Objective:		
1. The student will approach the customer.		
Criterion: The student will use one of the following		
approaches as described in "Retail Salesmanship"		
by F.E. Hartzler, Chapter 2.		
a. Greeting approach.		
b. Stall approach.		
c. Merchandise approach.		
d. Acknowledgement approach.		
2. Student displays product knowledge.		
Criterion: Keys discussion of product to customer's		
motivation.		
3. Student matches discussion of product benefit to		
customer desires.		
Criterion: At least 3 benefits that match the needs and		

	CRITERION Met	Not Met
wants of the customer will be discussed.		
4. Student will handle customer objections.		
Criterion: Student will use at least two techniques as discussed		
in "Retail Salesmanship", by F.E. Hartzler, Chapter 6.		
The following techniques will be available to him:		
a. "Why"		
b. "Yes, but"		
c. "Question on-a-side-issue"		
d. "Second question on-a-side-issue"		
e. "Repeat technique"		
5. Student will suggest accessories for previous item sold.		
Criterion: Student will use a good lead sentence.		
6. Student will close the sale.		
Criterion: Student will use techniques as given in "Retail		
Salesmanship", by F.E. Hartzler, Chapter 8.		
7. Student rings up sale.		
Criterion: Student uses correct procedure for ringing up		
sale and making change.		
8. Student properly records charge sale if used in sale.		
Criterion: Charge slip must be filled out correctly and		

	CRITERION Met	Not Met
signed by customer.		
9. Student handles personal check correctly, if necessary.		
Criterion: Asks for proper identification, inspects check for		
correctness, and makes correct change.		
10. Student wraps or bags merchandise.		
Criterion: Bags or wraps merchandise in correct size bag.		
Insures that merchandise is not broken, crushed,		
or damaged.		
11. Student makes post-sale reinforcement.		
Criterion: Student restates major benefits and assures		
customer about merchandise purchased.		
The student must satisfactorily complete 9/11 line items to		
receive an overall score of satisfactory.		

Student: _____ File Code: 27.07.02.00. B2-2

Date: _____ Date Published: 10/2/74



UNIT POST TEST: SUGGESTION SELLING

27.07.02.01

1. In making a suggestion, the salesperson should use:

   a. The "why" technique.
   b. "yes, but" technique.
   c. an agreement sentence.
   d. a question about a benefit.

2. Which of the following is a good selling suggestion?

   a. "You can buy water skis, also."
   b. "Do you want to buy water skis?"
   c. "Would you like the water skis?"
   d. "We don't carry a variety of skis, but we have one pair left."

3. A good intelligent question based on a benefit shows the salesperson has an interest in:

   a. prolonging the sale.
   b. the amount of the sale.
   c. the store volume.
   d. the customer's needs and store profit.

4. When the salesperson suggests the item instead of the benefit, it is a try for:

   a. reinforcement.
   b. suggestion selling.
   c. a close.
   d. selling point.

5. Which of the following is an outstanding characteristic of good sales people?

   a. The ability to approach a customer.
   b. The ability to sell.
   c. The ability to pick up additional sales.
   d. The ability to fill a customer's needs.

27.07.02.02

6. Assume that a salesperson is selling a pair of shoes and would like to also sell a purse. Which of the following is a good lead sentence?

   a. "You don't want to buy a purse, do you?"
   b. "Want to buy a purse?"
   c. "Got some good looking purses?"
   d. "Is coordination of colors important to you."

7. Suggesting and showing better merchandise is known as:

   a. suggestion bargains.
   b. a related suggestion.
   c. multiple suggestion.
   d. trading up.

8. In approaching the "just looking customer" (for the second time) who has picked up some merchandise, the salesperson should use which approach?

   a. Stall approach.
   b. Personal approach.
   c. Greeting approach.
   d. Merchandise approach.

9. When a customer needs an unusual size, it saves time and effort to buy more than one at a time; this is a good lead for a:

   a. multiple suggestion.
   b. trade up.
   c. bargain suggestion.
   d. related suggestion.

10. The most common benefit used in a multiple sale is:

    a. saving time.
    b. saving money.
    c. It looks good.
    d. saving energy.

27.07.02.03

11. The first step in selling a big-ticket item is to:

    a. present the information from the customer's standpoint.
    b. ask questions to determine customer's self-image and motivation.
    c. select information to be used.
    d. organize information about a product.

27.07.02.03 (continued)

12. A sales presentation on a big-ticket item should be:

    a. planned but flexible.
    b. memorized.
    c. completely unplanned.
    d. impromptu.

13. After a salesman has explained the features outside and inside he would explain the:

    a. ending features.
    b. beginning features.
    c. hidden features.
    d. flexibility.

14. A feature that is common to all makes of merchandise should be:

    a. mentioned.
    b. stressed.
    c. taken for granted.
    d. not stated in presentation because everybody knows it.

15. When presenting product knowledge, which of the following forms is better to present it?

    a. Features.
    b. Selling points.
    c. Benefits.
    d. Questions.